

ABSTRACT

Hydrophobically modified vinyl pyrrolidone polymers which
5 are copolymers having a vinyl pyrrolidone backbone and
pendant hydrophobic side chains are useful in laundry
detergent compositions to improve detergency and/or
antiredeposition. The pendant hydrophobic side chains
preferably comprise alkyl chains containing from 4 to 20
10 carbon atoms and may be linked to the backbone via an ester
linkage.